



CANADA'S FASTEST GROWING  
TRAFFIC MANAGEMENT COMPANY

# Franchise Opportunity

*Building Safer  
Roads Together*



# Introduction

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**FOUNDED  
IN 2020**

BCW Traffic Management, founded in 2020, has grown from a small operation in Surrey, British Columbia into one of the most respected names in the province's traffic control industry. Within just a few short years, BCW has established a commanding presence across the Lower Mainland, the Interior, and Vancouver Island, backed by an experienced leadership team and an unrelenting focus on safety, compliance, and professional excellence.

This document presents a unique opportunity to become part of our next phase of growth. BCW is preparing to expand nationally through a structured franchise program. By joining us, you gain access to a tested and optimized operational model, deep industry experience, and a brand known for reliability, safety, and performance. This document outlines our story, values, services, and support system in detail—excluding financial disclosures, which are available only through our Franchise Disclosure Document (FDD).

# Company History

BCW Traffic Management Ltd. began as a response to a simple but urgent need: high-quality, reliable traffic management services that put safety first.

What started as a modest operation with just four trucks and four employees quickly blossomed into a company known across British Columbia for its professionalism and client-focused approach.

In 2022, we opened new yards in Hope and began offering services in the Fraser Valley.

Today, BCW serves a diverse clientele, including municipalities, private developers, and major infrastructure and transportation contractors.

Our reputation for getting the job done safely and effectively, no matter how complex the challenge is, is what drives our continued expansion and positions us perfectly for franchising.

By 2021, BCW had already expanded its operations to include a dispatch center, a growing fleet, and a robust training and onboarding program.

By 2023, our presence had extended into the Okanagan region and Vancouver Island. This rapid growth was driven by the core belief that traffic control is more than a logistical service - it's a commitment to public safety and operational integrity.

*High-quality, reliable traffic management services that put safety first.*

# Corporate Culture



## Vision

BCW strives to be the leading safety and traffic management company in North America.

BCW upholds close collaboration with its clients in every phase of the project to realize their ideas accurately and to its clients' full satisfaction. The Company values its client's direct inputs through regular on-site visits, operational assessments, timely feedback, and evaluations to ensure optimum project implementation

## Philosophy



BCW is committed to executing its services at the highest level of quality and safety standards. BCW brings care to the way and builds safer roads together.

## Mission



# Why Join BCW

Franchising with BCW means stepping into a business model that has been built from the ground up with care, expertise, and clarity. Our systems have been tested under pressure and proven through years of successful field execution.



As a franchisee, you'll be supported by a central team that understands every detail of the industry—from safety training and traffic management planning to human resources and municipal compliance.



You don't need prior experience in traffic control to succeed with BCW. What you need is a commitment to excellence, a willingness to lead from the front, and a desire to be part of a high-performance team.



We'll provide comprehensive training, startup support, and ongoing operational guidance to ensure your location runs smoothly and profitably.



You'll also benefit from our trusted name, regional marketing, and access to bidding opportunities with large contractors who already know and trust the BCW standard.

The background of the page is a photograph of a construction site at sunset. The sky is filled with soft, orange and pink clouds. In the foreground, a large excavator is partially visible on the right side. A road with several orange and white traffic cones is in the middle ground. In the distance, a bridge or overpass is visible under the glow of streetlights.

# Industry Overview

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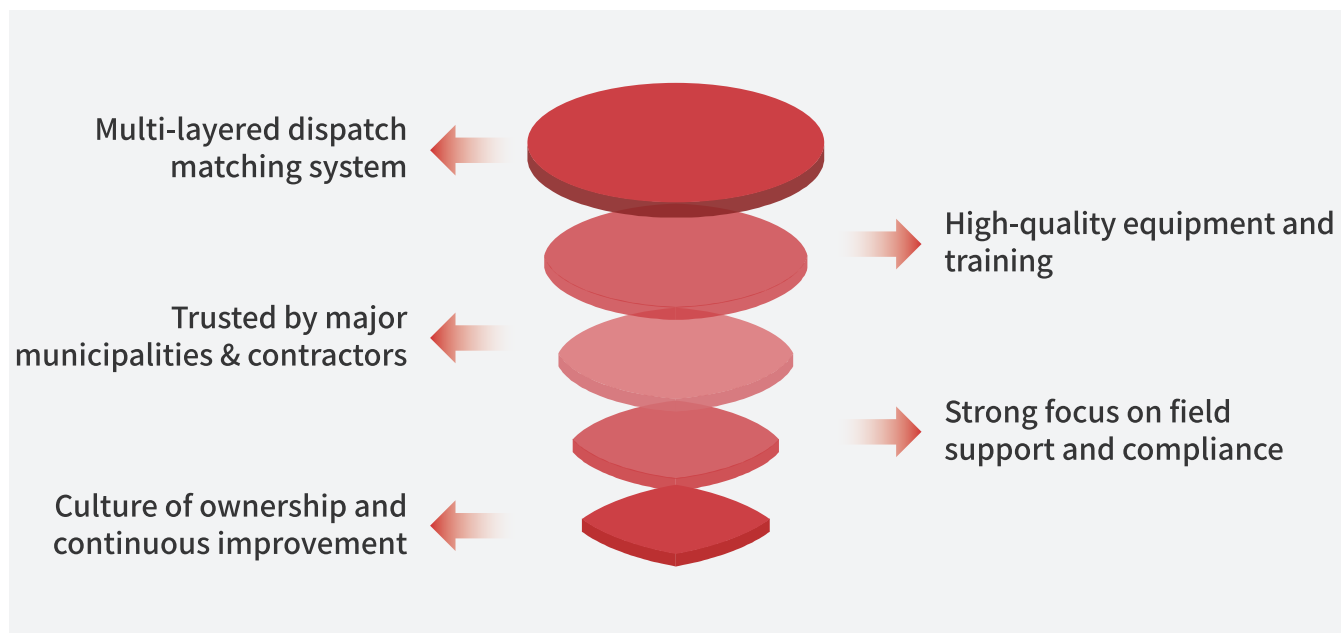
Traffic management is an essential industry, deeply embedded in construction, civil infrastructure, utility services, public event coordination, and emergency response. The demand for regulated professional traffic control services has never been higher. Governments across Canada are investing in long overdue infrastructure upgrades. Simultaneously, municipalities are enforcing stricter safety protocols for roadwork and pedestrian management.

In this regulatory and operational landscape, professional traffic management firms are indispensable. Projects simply cannot proceed without compliant traffic control in place. BCW is positioned to lead this growing industry into the next decade, providing franchisees with a future-proof business model that aligns with national infrastructure priorities.

# What Makes BCW Different

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BCW is led by experienced professionals who understand the industry from the inside out.



We are not a startup hoping to disrupt an industry — we’re already doing it. BCW is known for professionalism, responsiveness, and high standards in an industry that often suffers from inconsistency. Our brand stands for reliability in the eyes of municipalities, contractors, and developers alike.

Where others react, we plan. Where others follow, we lead. We’ve introduced internal systems that allow real-time GPS tracking, skill-based dispatch matching, and automated client communication. Our leadership team includes certified professionals with credentials in finance, safety, and project management. We don’t just compete with the best — we are the benchmark.

# Support & Training

Our commitment to our franchisees goes far beyond initial setup. We provide structured onboarding and immersive field training covering everything from permit management and TMP design to safety compliance and equipment inspection. Franchisees gain access to our internal systems and approved supplier network for dispatch, HR, safety, bookkeeping and reporting, ensuring seamless operations from day one.

We also provide branded documentation templates, safety manuals, field checklists, and client onboarding forms to streamline your workflow. Regular check-ins, ongoing coaching from our leadership team, and access to our 24/7 dispatch support ensure you're never alone in your journey. With BCW, you have a partner in every shift, every call-out, and every milestone.



**Our Commitment  
To Our Franchisees**





# Franchise Model Overview

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Our franchise model is structured to balance autonomy with support. Franchisees operate in clearly defined territories and are granted rights to market, bid, and deliver services under the BCW brand within those zones. We work closely with each partner to ensure territory planning matches local market potential.

You'll be responsible for managing your team, maintaining service quality, and growing your client base. In return, we provide the tools, branding, operational framework, and guidance you need to build a profitable, sustainable business. While financial details are outlined separately in the FDD, our team is available to answer questions and guide you through the full discovery process.

# Franchisee Profile

## What We’re Looking For

We are looking for franchise partners who align with our vision and values. You may be an experienced professional in construction, logistics, or project management—or you may be an ambitious entrepreneur from another field entirely. What matters most is your ability to lead a team, uphold safety and compliance standards, and deliver an exceptional customer experience.

Successful BCW franchisees are strong communicators, natural problem-solvers, and resilient operators. You must be comfortable managing field staff, overseeing operations, and interacting with municipal and private- sector clients. This is not a passive investment. It’s a hands-on leadership opportunity for people who want to build something meaningful in their local communities.

## Do You Fit the Profile?

Ideal Trait	Our Expectation
Strong Leadership	Can lead field teams and uphold BCW standards
Compliance- Oriented	Familiarity or commitment to regulatory requirements
Entrepreneurial Drive	Hands-on, ambitious, willing to grow a business
Client Relationship Skills	Experience in municipal/private sector dealings
Industry Experience (Optional)	Not required, but construction/logistics is a plus

# Meet Our Leadership Team

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## Jack Liu / President

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MBA, CPA, CMA, CIA, PMP — Finance & Growth Strategist

With over 25 years in engineering, construction, and executive finance, Jack brings a strategic and analytical approach to BCW's business development and franchise planning. He holds an MBA from Dalhousie and multiple professional certifications, including CPA, CMA, CIA, and PMP.

## Cailin Wadden / CEO




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NCSO, OH&S — Safety & Operations Veteran

Cailin is a safety and operations specialist with 15+ years in industrial construction and oil sands infrastructure. He has served as a site manager, head of training, and operational leader at major firms before co-founding BCW.

# Growth Journey

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	Then (2020)	Now (2025)
	3 Trucks	60+ Trucks
	4 Employees	120+ Staff
	Serving only Lower Mainland	Serving BC from Island to Interior and planning nationwide rollout

In just a few years, BCW has grown from a single-location operation to a province-wide network with multiple bases and a growing team. Our expansion has been driven by a blend of vision, experience, and a relentless focus on client outcomes.

We've gone where others couldn't, taken on projects others wouldn't, and built a team others can't replicate. Now we're looking for franchisees who share that mindset—leaders who aren't just looking to own a business, but to build something bigger.

# Franchisee Success Milestones

## Launching a franchise with BCW

Launching a franchise with BCW is a clearly defined journey.



Success at BCW is defined not just by revenue, but by quality of service and client satisfaction. Our benchmarks include successful onboarding and training, completion of first projects, established municipal and contractor relationships, and consistent delivery of services that meet the BCW standard. Long-term success is measured in the growth of your fleet, your team, and your local reputation.

# Testimonials from Clients

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**Ravi Bagry**

City of Port Coquitlam

The best traffic management company I have had the pleasure of working with. The guys were well trained and professional. Safety is the core value deeply embedded in their culture.

**Barry Jonat**

Emil Anderson Maintenance

Cailin and Jack always go the extra miles. Their can-do attitude and commitment to do whatever needed to get the job done is super impressive and very much appreciated.



# Ready to Explore a BCW Franchise?

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*Our journey started in the West .  
Join us as we expand across Canada.*

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We invite you to explore what it means to become a BCW franchisee. If you believe in leadership, safety, and community impact, and you're ready to build a business with purpose, we'd love to speak with you.

To receive our full Franchise Disclosure Document and  
schedule an introductory call, please contact:

**Jack Liu**

**President**

**604-329-3618**

**[jack.liu@bcwtrafficmanagement.ca](mailto:jack.liu@bcwtrafficmanagement.ca)**

This document is confidential and intended solely for individuals  
exploring franchise opportunities with BCW Traffic Management Ltd.  
Financial disclosures will be provided in the FDD.



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